

Italy

Key indicators

Population (millions), 2006	58.1
Surface area (1,000 square kilometers)	301.3
Gross domestic product (US\$ billions), 2006	1,852.6
Gross domestic product (PPP, US\$) per capita, 2006	31,051
Real GDP growth (percent), 2006	1.9

Source: World Bank, *World Development Indicators Online Database* (December 2007); IMF, *World Economic Outlook Database* (October 2007 edition); national sources

Travel & Tourism indicators

T&T Industry, 2007 estimates

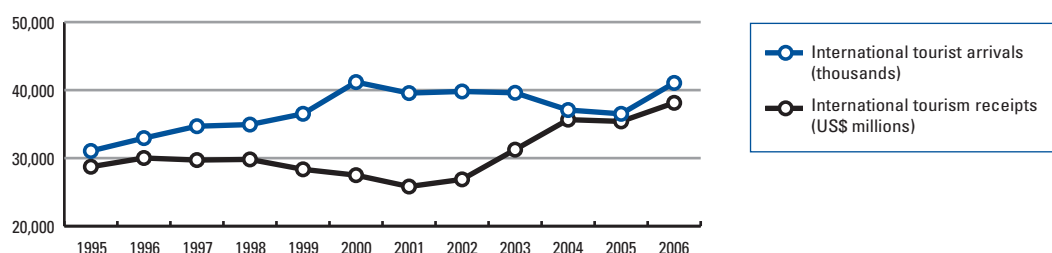
	Percent of total	2008–2017 annual growth (% forecast)
GDP (US\$ millions)	4.2	1.1
Employment (1,000 jobs)	4.6	0.5

T&T economy, 2007 estimates

GDP (US\$ millions)	10.2	1.3
Employment (1,000 jobs)	11.5	0.6

Source: World Travel & Tourism Council, TSA Research 2007

International tourist arrivals (thousands), 2006	41,058
International tourism receipts (US\$ millions), 2006	38,129



Source: United Nations World Tourism Organization

Travel & Tourism Competitiveness Index

	Rank (out of 130)	Score (1–7 scale)
2008 Index	28	4.8
T&T regulatory framework	41	5.0
Policy rules and regulations	57	4.4
Environmental sustainability	39	4.9
Safety and security	81	4.8
Health and hygiene	19	6.3
Prioritization of Travel & Tourism	46	4.6
T&T business environment and infrastructure	24	4.8
Air transport infrastructure	26	4.4
Ground transport infrastructure	40	4.5
Tourism infrastructure	4	6.9
ICT infrastructure	25	4.6
Price competitiveness in the T&T industry	124	3.5
T&T human, cultural, and natural resources	15	4.7
Human resources	39	5.2
Education and training	35	5.1
Availability of qualified labor	55	5.3
Affinity for Travel & Tourism	67	4.8
Natural resources	60	3.2
Cultural resources	8	5.8

Note: For descriptions of variables and detailed sources, please refer to "How to Read Country/Economy Profiles."

The Travel & Tourism Competitiveness Index in detail

■ Competitive Advantage
■ Competitive Disadvantage

INDICATOR	RANK/130	INDICATOR	RANK/130
1st pillar: Policy rules and regulations		8th pillar: Tourism infrastructure	
1.01	Prevalence of foreign ownership102... ■	8.01	Hotel rooms*9... ■
1.02	Property rights53... ■	8.02	Presence of major car rental companies*1... ■
1.03	Business impact of rules on FDI109... ■	8.03	ATMs accepting Visa cards*15... ■
1.04	Visa requirements*30... ■	9th pillar: ICT infrastructure	
1.05	Openness of bilateral Air Service Agreements*28... ■	9.01	Extent of business Internet use55... ■
1.06	Transparency of government policymaking108... ■	9.02	Internet users*22... ■
1.07	Time required to start a business*24... ■	9.03	Telephone lines*25... ■
1.08	Cost to start a business*70... ■	9.04	Broadband Internet subscribers*25... ■
2nd pillar: Environmental sustainability		9.05	Mobile telephone subscribers*6... ■
2.01	Stringency of environmental regulation33... ■	10th pillar: Price competitiveness in the T&T industry	
2.02	Enforcement of environmental regulation46... ■	10.01	Ticket taxes and airport charges*29... ■
2.03	Sustainability of T&T industry development113... ■	10.02	Purchasing power parity*107... ■
2.04	Carbon dioxide emissions*91... ■	10.03	Extent and effect of taxation126... ■
2.05	Particulate matter concentration*36... ■	10.04	Fuel price levels*124... ■
2.06	Threatened species*62... ■	10.05	Hotel price index*106... ■
2.07	Environmental treaty ratification*18... ■	11th pillar: Human resources	
3rd pillar: Safety and security		11.01	Primary education enrollment*13... ■
3.01	Business costs of terrorism86... ■	11.02	2ndary education enrollment*28... ■
3.02	Reliability of police services42... ■	11.03	Quality of the educational system77... ■
3.03	Business costs of crime and violence66... ■	11.04	Local availability of research and training services28... ■
3.04	Road traffic accidents*104... ■	11.05	Extent of staff training80... ■
4th pillar: Health and hygiene		11.06	Hiring and firing practices127... ■
4.01	Physician density*3... ■	11.07	Ease of hiring foreign labor29... ■
4.02	Access to improved sanitation*1... ■	11.08	HIV prevalence*76... ■
4.03	Access to improved drinking water*1... ■	11.09	Business impact of HIV/AIDS21... ■
4.04	Hospital beds*45... ■	11.10	Life expectancy*8... ■
5th pillar: Prioritization of Travel & Tourism		12th pillar: Affinity for Travel & Tourism	
5.01	Government prioritization of the T&T industry97... ■	12.01	Tourism openness*89... ■
5.02	T&T government expenditure*57... ■	12.02	Attitude of population toward foreign visitors76... ■
5.03	Effectiveness of marketing and branding103... ■	12.03	Extension of business trips recommended20... ■
5.04	T&T fair attendance*3... ■	13th pillar: Natural resources	
6th pillar: Air transport infrastructure		13.01	Number of World Heritage natural sites*39... ■
6.01	Quality of air transport infrastructure71... ■	13.02	Nationally protected areas*50... ■
6.02	Available seat kilometers*11... ■	13.03	Quality of the natural environment76... ■
6.03	Departures per 1,000 population*39... ■	13.04	Total known species*64... ■
6.04	Airport density*65... ■	14th pillar: Cultural resources	
6.05	Number of operating airlines*5... ■	14.01	Number of World Heritage cultural sites*1... ■
6.06	International air transport network73... ■	14.02	Sports stadiums*37... ■
7th pillar: Ground transport infrastructure		14.03	Number of international fairs and exhibitions*6... ■
7.01	Quality of roads51... ■		
7.02	Quality of railroad infrastructure52... ■		
7.03	Quality of port infrastructure97... ■		
7.04	Quality of domestic transport network70... ■		
7.05	Road density*14... ■		

* Hard data

Note: For further details and explanation, please refer to the section "How to Read the Country/Economy Profiles" at the beginning of this chapter.